

## WHAT IS CLAIMED IS:

### 1. A magnetic head apparatus, comprising:

a supporting material comprising a head main body for applying a  
5 magnetic field to an information recording medium attached to one end with  
a second end fixed, and an elastic portion, which is capable of being  
elastically deformed, between the head main body and the fixed second end;

a magnetic head hoisting and lowering member disposed between the  
supporting material and the information recording medium and fixed in a  
10 manner capable of being brought into contact with and separating from the  
supporting material; and

a magnetic head pressing member comprising a pressing portion facing a  
surface opposite side to the information recording medium in both sides of the  
supporting material and fixed in a manner capable of being brought into  
15 contact with and separating from the supporting material,

wherein the head main body is capable of moving between a first position  
in which the head main body approaches or is brought into contact with the  
information recording medium so as to record or reproduce information and a  
second position in which the head main body is far away from the information  
20 recording medium as compared with the first position,

while the head main body moves from the first position to the second  
position, the magnetic head hoisting and lowering member approaches and is  
brought into contact with the supporting material; and the pressing portion of  
the magnetic head pressing member approaches the supporting material and  
25 is brought into contact with the elastic portion,

a position in which the pressing portion and the elastic portion are contact  
with each other is closer to the side of the fixing position of the supporting  
material than the position in which the magnetic head hoisting and lowering  
member and the supporting material are brought into contact with each  
30 other; and

in the second position, the pressing portion presses the elastic portion, so  
that the elastic portion is elastically deformed toward the side of the  
information recording medium.

35 2. The magnetic head apparatus according to claim 1, further comprising: a  
magnetic head holding member being substantially in parallel with the  
surface of the information recording medium, having one end fixed, and being

disposed facing a surface opposite side to the information recording medium in both faces of the supporting material, wherein the magnetic head pressing member is provided in the magnetic head holding member.

5     3. The magnetic head apparatus according to claim 2, wherein the magnetic head pressing member is linked to the magnetic head holding member via a magnetic head pressing elastic portion capable of being elastically deformed.

10     4. The magnetic head apparatus according to claim 3, wherein the magnetic head pressing elastic portion is configured by a plurality of plate springs disposed substantially in parallel with each other in the longitudinal direction of the supporting material.

15     5. The magnetic head apparatus according to claim 2, wherein in the second position, in both ends in the longitudinal direction of the supporting material of the magnetic head pressing member, one end moves in the direction of going away from the information recording medium and is in contact with the supporting material, and another end moves in the direction of approaching the information recording medium and is in contact with the elastic portion of  
20     the supporting material.

25     6. The magnetic head apparatus according to claim 2, wherein in the second position, in both ends in the longitudinal direction of the supporting material of the magnetic head pressing member, one end moves in the direction of going far away from the information recording medium and is in contact with the magnetic head hoisting and lowering member, and another end moves in the direction of approaching the information recording medium and is in contact with the elastic portion of the supporting material.

30     7. The magnetic head apparatus according to claim 6, wherein a supporting material hole portion is provided between the supporting material elastic portion of the supporting material and the head main body, and one end of the magnetic head pressing member is brought into contact with the magnetic head hoisting and lowering member by penetrating one end of the  
35     magnetic head pressing member through the supporting material hole portion.

8. A magnetic head apparatus, comprising:

a supporting material comprising a head main body for applying a magnetic field to an information recording medium attached to one end with a second end fixed, and a first elastic portion, which is capable of being  
5 elastically deformed, between the head main body and the fixed second end;

a magnetic head hoisting and lowering member disposed between the supporting material and the information recording medium and fixed in a manner capable of being brought into contact with and separating from the supporting material;

10 a magnetic head holding member comprising a second elastic portion capable of being elastically deformed, being substantially in parallel with the surface of the information recording medium, having one end at the side of the second elastic portion being fixed, and disposed facing the surface at the opposite side to the information recording medium; and

15 a posture holding member provided in the magnetic head holding member and protruding toward the side of the information recording medium so as to face the magnetic head hoisting and lowering member,

wherein the head main body is capable of moving between a first position in which the head main body approaches or is brought into contact with the  
20 information recording medium so as to record or reproduce information and a second position in which the head main body is far away from the information recording medium as compared with the first position, and

in the first position, the posture holding portion is brought into contact with the magnetic head hosting and lowering member.

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9. The magnetic head apparatus according to claim 8, wherein at least one of the posture holding portion and the magnetic head hoisting and lowering member comprises a flat surface portion that is substantially in parallel with the surface of the information recording medium and in the first position, the  
30 flat surface portion is brought into contact with the posture holding portion or the magnetic head hoisting and lowering member.

10. The magnetic head apparatus according to claim 8, wherein the magnetic head hoisting and lowering member turns around an axis as a  
35 center, which is substantially in parallel with the surface of the information recording medium and substantially perpendicular to the longitudinal direction of the supporting material, and in the first position, at the side

closer to the end at which the magnetic head holding member is fixed with respect to the center, the posture holding portion is brought into contact with the magnetic head hoisting and lowering member.

5     11. The magnetic head apparatus according to claim 9, wherein the magnetic head holding member is provided with a magnetic head pressing member, while the head main body moves from the first position to the second position, one end of the magnetic head pressing member is brought into contact with the supporting material or the magnetic head hoisting and  
10     lowering member and moves in the direction away from the information recording medium,

                 another end of the magnetic head pressing member approaches the supporting material and is brought into contact with the first elastic portion so as to elastically deform the first elastic portion toward the side of the  
15     information recording medium in the second position, and

                 in the second position, the posture holding portion is separated from the magnetic head hoisting and lowering member.

20     12. The magnetic head apparatus according to claim 8, wherein the magnetic head hoisting and lowering member is provided with an evacuation portion in which a concave portion which is concave toward the side of the information recording medium or a through hole or a notch is formed; and

                 when the information recording medium is tilted so as to make the position in which the information recording medium is attached/detached be  
25     a third position, in the third position, the posture holding portion is evacuated in the evacuation portion.

30     13. The magnetic head apparatus according to claim 8, wherein while the head main body moves from the first position to the second position, the magnetic head hoisting and lowering member moves in the longitudinal direction of the supporting material and the posture holding portion and the magnetic head hoisting and lowering member are separated from each other.